

Wiltshire Council

Cabinet

24 May 2011

**Public Participation
From Marilyn Mackay
Wiltshire Core Strategy**

Question

With reference to the Chippenham area, whilst we note in the draft core strategy various positive responses to consultation meetings with residents, we want to put it on record that a point we have raised strongly has been ignored. Additionally, we have had no replies from the spatial planning team to our emails on this.

What has been left off maps, at consultation events, is the area within Chippenham Community Area around Junction 17 on the M4 motorway. You speak on page 22 of a 'gateway' into Chippenham, which this is. It is further north than the gateway near Birds Marsh which you identify, and could indeed be of outstanding design with landscaped setting. We have suggested submitting it for an architectural competition, to ensure iconic structures, which could attract national/international media interest. It could encourage the creative and pro-environmental hi-tech industries. It could be a positive narrative for Chippenham.

It would have the advantage of freeing up brownfield sites in the town for housing, and take pressure off other areas for the scale of business and housing allocations, in the Birds Marsh and Monkton Park areas and that leaking into Corsham Community Area. It could link Chippenham town with the northern villages of Chippenham Community Area. There is already road infrastructure in place for development of this area. The argument about out-commuting could be addressed in the plan.

At consultation meetings the area around the A420, on the west side, have also been discussed, but left out of this plan and we wonder why.

Why has the option for Junction 17 been ignored? Will you consider it now?

Statement

There have been surveys and consultation meetings, and residents have made it abundantly clear they do not want excessive additional scale of housing in the town. 4,000 we regard as excessive. We approve of it following employment development and being phased. We would like further local consultation on this scale of housing. By contrast, we acknowledge there will be need for some organic growth. We appreciate a wider distribution of housing sites. We would like to see encouragement of eco-housing, where it is constructed.

I would appreciate if you would confirm receipt of this email, please, and that the above can be raised in discussion at the meeting.

Answer

The proposals for strategic employment sites at Junction 17 and to the west at A420 have been given consideration in developing the proposed consultation document.

At this stage, there is no certainty around the potential to deliver these sites in terms of attractiveness to investment or the ability to bring forward the site as viable options. The Core Strategy is only able to include proposals that have reasonable prospects for delivery.

The delivery of a new employment site at Junction 17 would not take away the need to provide employment land at Chippenham itself. The provision of new employment land at the town is required in order to redress the existing imbalance between jobs and homes at the town.

If a proposal were to come forward at Junction 17, the Council as local planning authority would be able to consider it on its merits.

In appropriate circumstances, the proposed Strategy allows for the release of brownfield land for alternative uses. This will not be sufficient to meet the needs of the town in providing for new homes and Greenfield land will be required.

This is an additional stage of consultation, which is proposed to open on 13 June 2011 and as such I would encourage you to submit your comments in full through the formal process.